

CLAIMS

1. Fluid product dispenser (1) comprising a visible outer surface (112, 142) that is at least partially covered with a substrate (2) on which visual information (24) is added, the substrate (2) being 5 transparent, thus allowing the outer surface to be seen through the said substrate as if it were uncovered, except at the level of the visual information that at least partially masks the outer surface, the transparent substrate (2) including a back face and a 10 front face, the back face being provided with an adhesive in contact with the outer surface (112, 142), characterised in that it comprises a reservoir (11) and a pump (13) mounted on the fluid product reservoir, the reservoir forming at least part of the 15 visible outer surface.

2. Dispenser according to claim 2, in which the information (24) is marked on the front face.

3. Dispenser according to any one of the above claims, comprising an at least partially cylindrical 20 section (111, 141) defining the said outer surface (112, 142).

4. Dispenser according to any one of the above claims, comprising a fluid product reservoir forming the outer surface (111).

5. Dispenser according to claim 5, in which the reservoir (11) comprises a circular cylindrical body (111) forming the outer surface (112).

6. Dispenser according to any one of the above claims, including a removable cap (14) forming the outer surface (142).

10 7. Dispenser according to any one of the above claims, also including a protective cap (14) covering the pump, the cap extending along the prolongation of the reservoir, and the sections of the reservoir and the cap being substantially identical so that the 15 dispenser has a generally circular cylindrical shape.

8. Dispenser according to any one of the above claims, in which the outer surface (112, 142) is made of plastic or glass.

20 9. Dispenser according to any one of the above claims, including a fluid product reservoir (11) with a capacity of less than about five millilitres.

10. Dispenser according to any one of the above claims, in which the substrate is coloured or tinted while remaining transparent.

25 11. Dispenser according to any one of the above claims, in which the substrate includes a back face facing towards the visible outer surface, the said back face being in intimate contact with the outer surface.

30 12. Dispenser according to claim 11, in which the entire surface of the back face in contact with the visible outer surface is provided with an adhesive

capable of creating intimate contact without the insertion of air.